

WE CLAIM:

1. A customer-defined, packaged, personalized toy, comprising:

a package having an aperture;

a personalized toy in the package; and

customer-defined identifying material supported in the package so that the identifying material is visible through the aperture of the package.

2. The personalized toy according to claim 1, wherein the identifying material

is printed on a document separate from the package.

3. The personalized toy according to claim 2, wherein the document is

attached to the package by tabs that hold an edge of the document.